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Extension
Meets the
Energy
Problem

EXTENSION SERVICE

REVIEW

U.S. DEPARTMENT OF AGRICULTURE * MAY-JUNE 1974



The Extension Service Review is for Extension educators — in County, State, and USDA Extension agencies — to help people learn how to use the newest research findings to bring about a more abundant life for themselves and their communities.

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Extension Service

Prepared in
Information Services
Extension Service, USDA
Washington, D.C. 20250

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The Secretary of Agriculture has determined that the publication of this periodical is necessary in the transaction of the public business required by law of this Department. Use of funds for printing this periodical has been approved by the Director of the Office of Management and Budget through July 1, 1978.

The Review is issued free by law to workers engaged in Extension activities. Others may obtain copies from the Superintendent of Documents, Government Printing Office, Washington, D.C. 20402, at 40 cents per copy or by subscription at \$2.25 a year, domestic, and \$2.85, foreign.

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EXTENSION SERVICE

REVIEW

Official bi-monthly publication of Cooperative Extension Service; U.S. Department of Agriculture and State Land-Grant Colleges and Universities cooperating.

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Meeting the Energy Challenge

Energy — or the lack of it — affects all our lives in one way or another.

During the past year, the United States — once a land of bounty — found the reserve stock of one precious source of energy, oil, being depleted. Demand exceeded supply — a problem further complicated by the Mideast oil embargo.

All across the land, people were called upon to change their lifestyles — to *save energy* on the job and at home. In rural America, Cooperative Extension Service met the challenge by helping farmers, families, and communities adapt to this new way of life.

Workshops, special projects, publications, newsletters, radio and TV, exhibits, press releases and packets — all tried tools of the Extension trade — were mustered to assist people in saving energy at work and at home.

The articles in this issue of the *Review* tell only a few of the ways these tools are being used in energy conservation and management. We found their use mirrored in every State during our search to discover "*How Extension Meets the Energy Problem*". — Patricia Loudon

Be Safe . . . Be Seen

by
Rick McQuiston
News Editor
Cooperative Extension Service
University of Georgia

Before the seasons finally caught up with Daylight Saving Time, early morning pedestrians faced a serious hazard on dark streets. Those most likely to fall victim to automobiles were students on their way to school.

4-H Clubs across the country worked

hard and fast to alleviate the problem. In Athens, Georgia, 4-H waged war on darkness with a "Be Safe — Be Seen" campaign.

With financial backing from the Athens Kiwanis Club, County Extension agents ordered thousands of feet of reflectorized material.

Extension agent Louise Turner, who headed up the local project, said 4-H Clubs distributed reflective products to 4,554 students in 11 Athens-area schools.

Students received two types of the glow-in-the-dark material.



Students at Fowler Drive Elementary School in Athens line up to receive reflectorized iron-on strips and tape from Louise Turner (left), Clarke County Extension agent, and Amanda Miller, 4-H member.

For clothing, they got a reflective-transfer film. Simply remove the paper cover, place the film on the back or arm of a jacket, and run a hot iron over it. This removes the film, leaving a 6-inch silver strip visible at 600 feet in automobile headlights.

For bicycles, books, shoes, and other paraphernalia, 4-H'ers passed out a removable, pressure-sensitive tape. Like the transfer strip, the tape can be seen from 600 feet on a pitch-black morning.

Six hundred feet — over 1½ times the length of a football field — gives motorists plenty of advance warning there's a pedestrian up ahead.

On the other hand, without reflectorized protection, a pedestrian is lost in darkness at only 55 feet. That's barely enough time for an alert motorist to react

and hit the brake pedal.

Ms. Turner complained that the energy crisis and the early start of Daylight Saving Time caught everyone off guard. "Reflectorized material was almost impossible to find. It took time to get the 'Be Safe' project into gear. Meanwhile, students were taking a big risk walking to school and waiting for buses on unlighted streets."

She plans to watch the energy situation closely during the coming months. "If and when it's announced that Daylight Saving Time will be in effect the year 'round, Extension will act immediately to order more reflectorized products and set up distribution channels."

So next winter, if Uncle Sam still sees fit to wake the Nation an hour early, Clarke County 4-H will be prepared. □



In the headlights of a car, reflectorized tape on bicycle at right shows up. At 55 feet only the tape would be visible.



4-H'er Amanda Miller shows 8-year-old Eric Chambers how and where to apply luminous strip.



In darkness the young cyclist is not visible until he wheels directly into the beam of headlights. With reflectorized tape, his bicycle reflects a bright light at 600 feet.



Marvin Hall (left), University of Illinois area Extension agricultural engineer, and Bill Gray, of Hamilton, Ill., discuss advantages of using solar heat to warm livestock buildings.

Sun Warms Newborn Pigs

by
Jim Baxter
Communications Specialist
University of Illinois

There's "no fuel like an old fuel." At least that may be the case when it comes to heating swine confinement buildings.

The first Illinois swine farrowing house designed to utilize the unlimited energy from the sun was built in Western Illinois in the fall of 1964. Marvin Hall, University of Illinois area Extension agricultural engineer, says that since then several other solar-heated swine buildings have been constructed.

But Hall told Illinois builders and lumber dealers attending the University of Illinois Farm Structures Day, February 26, 1974, that until now the extra cost of constructing solar-heated buildings was not offset by savings in heating fuel because fuels — especially LP gas — were relatively cheap.

"However, with the energy shortage expected to continue indefinitely and fuel prices at least double what they were a few years ago, supplemental heat from the sun is now of great interest," he added.

In solar-heated buildings, the roof is made of corrugated steel. Any type of corrugated or ribbed metal can be used to collect heat from the sun's rays. Dark-colored surfaces are best because they absorb more heat than light-colored surfaces.

Here's how the system works. Fans pull outside air into inlet ducts and move it underneath the roof perpendicular to the roof corrugations. The air picks up radiant heat absorbed by the roofing. The air then flows to a central collection duct under the roof, where it is blended and pulled into an inside distribution duct that runs the full length of the building. Fans then blow the heated air into the building. Old air leaves the building through outlets in the side walls, or it can be exhausted below slotted floors.

In University of Illinois tests with solar-heated buildings, outside temperature had little effect on the amount of heat gained from the steel roofing. However, during the night, on cloudy days, and during extremely cold weather, some supplemental heat is necessary.

Hall said the maximum recorded temperature rise between outside air and air entering an experimental building was 44 degrees F. At the time the outside air

was 10 degrees F., there was a complete snow cover on the ground, and a bright sun at 3 p.m. The minimum temperature rise recorded was 14 degrees F. with no snow cover, a heavy cloud cover at 3 p.m., and outside temperature of 28 degrees F., he added.

A solar heating system is possible with any floor type of pen arrangement, Hall said. And you can incorporate solar heating into existing buildings by creating an air chamber beneath the roof or by adding another roof.

A summer ventilation system must be designed because the system picks up heat in the summer as well as in the winter. This can be done by reversing the air flow or turning the winter system off completely and utilizing a different summer ventilation system, Hall said.

He reported that two plans for solar-heated swine buildings — No. 562, "26-Sow Farrowing House" and No. 563, "Slotted Floor Swine Finishing Building" — are available from the University of Illinois. Each plan costs 50 cents. You can get copies by writing to Agricultural Engineering Department, University of Illinois, Urbana, Illinois 61801. □



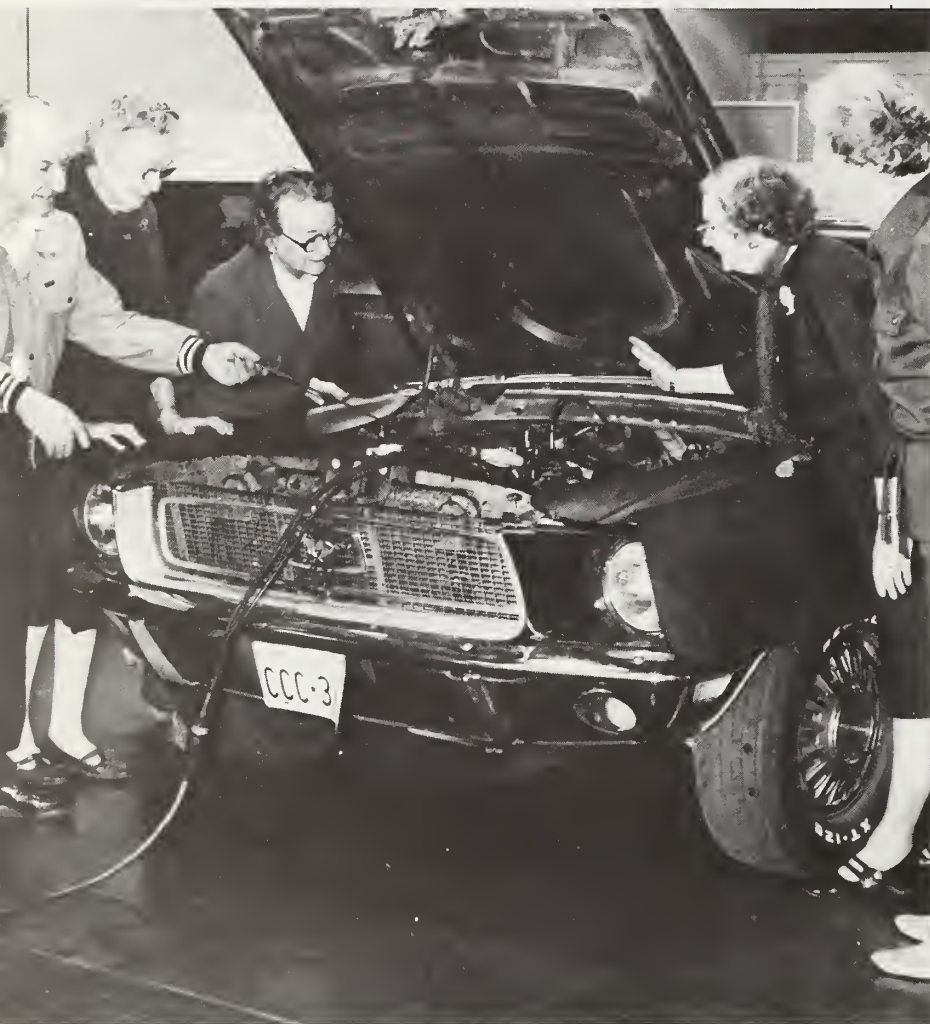
Fans pull outside air into openings at each end of the structure. The air picks up solar heat absorbed by the roofing. Fans located in the duct openings, pictured above, then blow the heated air into the building.



A summer ventilation system must be designed because the corrugated roofing picks up heat in the summer as well as in the winter. Doors on both sides of Bill Gray's building open to allow warm air to escape.

Car Talk for Women

by
Jim Owen Jones
*Area Information Specialist
Texas Agricultural Extension Service
Texas A&M University*



Horst explains tune-up technique.

The most efficient use of fuel during the present energy crunch depends greatly on regular automobile maintenance and prompt corrections of malfunctions.

In Texas, more than 750 consumers from Amarillo and Austin recently participated in "Car Talk for Women," workshops geared to learning more about car maintenance and repairs.

County home economics agents of the Texas Agricultural Extension Service coordinated the workshops, which were co-sponsored by the county family living subcommittees.

Potter County Extension Home Economics Agent Mona Hildreth explains, "Observing the procedures and descriptions of car repair seemed to be the best way for women to learn the whys and hows of car repair. We seem to be so ready to believe whatever a mechanic tells us. We just don't want to reveal how little we know about cars."

"You put an automotive expert in the kitchen, or even some husbands, and you'll see the same dilemma in reverse."

Everything from diagnosing auto problems and making repairs to preventive maintenance, tire safety and inspection requirements was taught.

"We learned about changing oil, checking for leaking oil, gas, water and brake fluid; checking headlights, turn signals and other lighting equipment. We were also shown how to detect sluggish acceleration, defective brakes and steering, and small things about a car we take so much for granted," stated one participant.

Milton Horst, instructor in the Amarillo Junior College auto mechanics

course, explained to 250 workshop participants that better communication between the car owner and serviceman should result in efficient service at less cost. "If you understand how your car works and what the parts are, you can help the serviceman identify the 'symptoms'," he said.

The events were capped with a survey of the women participants, who evaluated topics, methods, and speakers. There were dozens of highly favorable responses.

One of the 484 Travis County participants reported that lack of knowledge had cost her \$60 when a wornout muffler had been put on her car.

"Now I am able to tell what the main parts of my car are and can do simple things like checking the oil and battery water, and I can locate problems such as worn cables and hoses," she said. "This will help me suffer less frustration and reduce the cost of car upkeep."

Several participants stated that they read their owners' manuals for the first time.

In "Car Talk" workshops, the county Extension agents were supported by Extension specialists, Henry O'Neal, Lynn Bourland and Steve Cochran, as well as numerous local resource people.

"If we can be wise consumers of car service, we'll save not only money but time, fuel, and annoyance," commented Nancy Lockhoof, Travis County Extension home economics agent.

"The risk of trouble on the road will be decreased. The car will handle better, look better and have a higher trade-in value." □



Milton Horst, auto mechanics instructor, explains air filter function to Mona Hildreth, Potter County home economics agent.



Extension women's group learns how to change a tire.

With shortages of fuel and fertilizers, plus skyrocketing prices, it's not difficult to get farm leaders to think about the immediate problems caused by the energy situation.

But how do you get these leaders, including agricultural researchers on campus, to take a look at the long-run implications for agriculture?

One way is to get them together in a workshop, review the best information available, and try to project the implications for production agriculture and agribusiness.

Such a workshop was held at the University of Missouri-Columbia in March. The dean of agriculture invited a limited number of leaders from throughout the State. Selected Extension staff, along with college research staff, were urged to attend.

Attendance was small enough to encourage "give-and-take" discussion sessions. And discussion was lively because of different viewpoints presented by speakers and members of the audience.

The broad approach taken to the energy question is illustrated by the makeup of the committee that planned the workshop. It included researchers and Extension specialists in agronomy, engineering, economics, animal husbandry, atmospheric science — and a discipline sometimes overlooked in these discussions — sociology.

The political and sociological questions sparked much of the discussion in the general session. The opening speaker, Dr. Milton Russell, economist, Southern Illinois University, said there are no simple or painless solutions to the energy shortage.

He said that policy decisions being made now can reduce the problem and shorten its duration, or the policies can make the problem worse and stretch it out.

Allowing prices to rise provides strong incentive for consumers to use less and adjust as soon as possible to the longrun increases in energy costs that are inevitable anyway, Russell said.

Another speaker said that the social and political implications of the energy and other resource shortages may be more difficult to deal with than the purely physical problems.

Awareness Is the Key

by

Delmar Hatesohl

Information Specialist

University of Missouri-Columbia

"The problem the U. S. faces as it ends its pioneer period is not so much physical or technical as institutional. We can rebuild the physical component to our living and still live very well," Harold Breimyer, UMC agricultural economist, said. "The bigger question," he said, "is whether the U. S. is prepared to accept a social discipline that was not necessary earlier."

"I wish our resource problems lent themselves to a strictly free market system, but they don't," he said. Solving these problems will require a bigger role for government, Breimyer continued.

"The absolute necessity of improving our capacity to govern ourselves may be the single most important economic and political consequence of the energy situation," Breimyer said.

Looking at the longer run, Rex

... for farm leaders

Campbell, UMC rural sociologist, said that higher energy costs will bring drastic changes.

He predicted more population movement to the Gulf areas, even lower birthrates, and changes in patterns of recreation.

He said most Americans will not willingly or easily give up their present lifestyle or even reduce it unless forced to.

Following a half-day general session, those attending the workshop broke up into three special interest groups: crops, livestock, and engineering.

Much of the value of the workshop came from the diversity of opinion that was expressed, and the "reasonable debate" about certain points. This fit well with Extension's goal of providing information so that people can do a better job of making their own decisions. □



Workshop speaker, Dr. Milton Russell (second from left), visits during a break with a farm organization official, a rural electric co-op manager, and a director of a major farm supply marketing co-op.

... for young people

"Of course we had all watched the energy crisis develop on TV, but it hadn't had too much effect on us. All it meant was that we couldn't go to Leland — a neighboring town — as much as we used to because we didn't have enough money for gas."

These comments, made by a high school senior in Greenville, Mississippi, were typical of the attitude of most students in the area.

With so many conflicting reports about the energy crisis in the media, most young people either didn't know what to think, or else just didn't care because it hadn't affected them personally.

William Carter, Extension 4-H youth agent in Washington County, watched this attitude develop. "Not many things had changed in the Washington County area as a result of the national energy situation, so you couldn't really blame the young people for their lack of concern," he said.

Carter realized that students need to take the situation as seriously as anyone else. His first step was to write the President's Council on Energy for background information.

Once he had reviewed the information, he felt the need for personal contacts in the educational program. As he put it, "You can't talk back to the media."

by
Jeff Idleman
*Editorial Assistant
Mississippi Cooperative
Extension Service*

To overcome this problem, Carter contacted representatives from three major energy areas (natural gas, electricity, and petroleum) to make brief presentations and field questions at a number of local junior high and high schools.

They all agreed that it would be best to have the representatives present the energy situation in capsule form and then field questions.

The 1-hour program was set up in five schools and reached a total of 4,756 students.

The oil company representative, Milton Acker said, "Brief (10-minute) presentations by each speaker brought the major problems into focus and presented future alternatives. They defined problems for future consideration."

Acker continued, "The question and answer portion of the program let the audience discover the difficulty of our present situation. The fact that many of the questions facing us now have no immediate answers has a long-lasting effect on the audience. It starts them thinking."

An electric company representative, Herman Cooper, said, "Awareness is the key."

He noted that the rising costs of energy are graphically demonstrated by the fact that a new nuclear power plant in Mis-

issippi will cost more when completed than all his company's present facilities.

"However, the plant is necessary to release our limited supplies of fossil fuels for use in making plastics, synthetics and for transportation," he said.

Frank Duncan, representing a gas company, noted that some groups are not being reached effectively by the media, such as the young and the poor. He felt that the program in the schools helped bring insight to these groups.

He also felt that the program's question and answer period made the company representatives aware of student opinions. "The feedback from the sessions helped develop understanding between the two groups," he said.

Principal Bill Dodson of Greenville High School remarked, "The students were better educated on the issue than I ever expected. This program has generated more interest than any other program we have had."

Kerry Patterson, a student at Greenville High said the face-to-face confrontation with the experts helped students get closer to the situation.

"Most of us hadn't had any real contact with the energy crisis. Now, we are beginning to think of the future and what our role will be," she said.

Two other students, Randal Gorman and Stan Perkins, organized a followup session at the high school to pursue questions raised by the original program. About 60 members of the science and ecology clubs participated in the roundtable discussion.

"The smaller numbers of people involved in the second session helped everyone feel more at ease," said Gorman. "We really began to appreciate the candor of the representatives and felt that they answered each question as honestly as possible."

Most participants in the program felt that smaller contact groups would have been more effective in involving the students. Audiences ranged from 700 to 1,400 each session.

The energy program served a real need in the community by focusing on the young people. As County Extension Agent John Fulcher pointed out, "These are the people who will have to live with this situation for the rest of their lives. It is vital that they become aware of the problems and begin working for the solutions as soon as possible. □



Indiana Thinks Energy

by
Mardel L. Crandall
*Information Specialist
Indiana Cooperative
Extension Service*



Reviewing their visuals, Ms. Shank (left) and Ms. Chrisman plan a presentation.

Think energy. A simple admonition — and an important one during the nationwide energy shortage. But in Indiana “thinking energy” was more than a simple saying. It became a driving force behind an energy conservation campaign. Its sponsor: the Indiana Cooperative Extension Service. One of its purposes: to help Hoosier homemakers understand the need to conserve energy.

The push began at the 1973 Homemakers Conference last June — way before “energy crisis” became a major topic of discussion. “More than 2,000 Hoosier homemakers had a chance to learn about energy conservation at the conference,” says Sandra Shank, Extension housing-home furnishings specialist at Purdue University.

And learn they did. The women returned home, knowing how important it was that they lower their thermostats, weatherstrip their windows, and insulate their attics.

But the teaching didn’t stop there. Extension home economics specialists began to brief their field staff, who would probably handle thousands of questions about energy conservation before the crunch was over. To prepare the home economics agents, the specialists planned a 3-day training session for September 1973.

Energy problems in the United States, energy fundamentals, energy requirements, and Purdue resources on energy gave the agents a more than adequate background when they returned to their home counties.

Was the training effective? Without doubt — if subsequent county and area programs are any indication. The home economists began to push the save-energy theme in their counties. The results are unmistakable: homemakers are concerned about the energy situation and willing to do something about it.

Typical of the county programs is one that Ann Chrisman, area Extension agent in Fountain County, planned for homemakers. Designed for Extension homemaker clubs, the lesson included information on insulation, air leaks, equipment care, and humidity control.

“About 30 lesson leaders heard the

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lesson," Ms. Chrisman estimates. "And," she adds, "many of them took it back to their homemaker clubs. The results were encouraging: many homemakers actually practiced what they learned. For example, they added storm windows, weatherstripped the doors and windows, and turned down their thermostats."

Catherine Kocian, area Extension agent in Noble County, also found that homemakers responded to her lessons with action. After conducting leader training with 35 lesson leaders from Extension homemakers clubs, Ms. Kocian found that one woman went home and put plastic "storm windows" in all her windows, cutting her electric bill in half.

"Many of the women have had their homes insulated," Ms. Kocian adds. "And the women are using small appliances more than larger ones as a result of the energy conservation lessons."

Purdue University specialists Otto Doering, Extension economist; Bruce McKenzie, Extension agricultural engineer; and Sandra Shank, Extension home economist, combined forces to present yet another program. This one, an areawide program in Clark County. Participants in the daylong seminar learned about our energy resource base, how our demand has grown, how we got into the crisis, and what choices we have.

Aware that such programs require media support, the specialists began to work on packets for agents to use as background information. Included in the materials: a 20-page booklet titled *Energy Conservation in the Home*. Written in question-answer form by an ad hoc energy conservation committee, it was to help agents handle questions that might arise.

Ms. Shank also prepared a leaflet for the general public, *Energy Conservation Tips*. The bulletin has been so popular that it has been reprinted by the Indiana Department of Commerce and several utility companies in the State.

Thinking energy ... it's an important part of the Cooperative Extension program in Indiana. "But we aren't quitting here," Ms. Shank says. "There's still a lot to be done." □



Ann Chrisman, Fountain County Extension home economist, tells lesson leaders from homemaker clubs about energy saving measures.



"Stress the importance of good insulation," says Sandra Shank, housing specialist for the Indiana Cooperative Extension Service.

Food and Fuel for the People

by
Ken Fettig
*Publications Editor
Extension-Research
Michigan State University*

"Food and Fuel for the People" was the theme this year of a fine, old Michigan State University institution — Farmers' Week.

Started back in 1914, the first Farmers' Week was held in East Lansing. The years have wrought changes in the week-long event and the numbers and kinds of people it attracts, but the basic institution thrives on the campus today, 60 years later, still relevant to the problems of the times. This year's theme emphasized the current national energy problem.

Nearly all Land-grant colleges once had a Farmers' Week, but the only one in the country today is at MSU. And it's alive and well. From the beginning of

Farmers' Week up to the present, Extension has played a major role in organizing the program.

If the interest from commercial exhibitors can be used as a barometer, Farmers' Week is here to stay. A record 200 commercial exhibitors displayed their wares as attendance and interest in exhibits climbed in 1974. An additional 25 exhibits or displays were sponsored by MSU departments. Many were keyed to the theme "Food and Energy for the People."

More than 100 different educational sessions were available, also focusing on the program theme. One hundred and twenty-nine off-campus speakers, and 107 campus personnel participated in

these sessions involving 40 MSU departments.

Energy programs included "Demonstration Studio" and "Energy and Agriculture," presented by the MSU Agricultural Engineering Department. The Fisheries and Wildlife and Resource Development Departments explored energy as it relates to environmental quality.

Governor William G. Milliken, speaker at a special breakfast conference, discussed energy and land use in Michigan.

Gone are some of the hoopla and the crowds of an earlier era, but Farmers' Week at MSU serves at least one very basic need: maintaining good



The Michigan campus was the "showroom" for energy exhibits.

relationships among several different groups.

"Farmers' Week is one of the best ways we have to communicate with the ag leaders of the State and the taxpayer in general," says Byron Good, professor of animal husbandry and Farmers' Week chairman. "It's a chance for them to see what's going on and it brings them up-to-date on agricultural research and practices."

"Farmers' Week is one of the major institutions associated with Michigan State University," points out Dr. Gordon E. Guyer, director, MSU Cooperative Extension Service. "I firmly believe that it provides an important opportunity to relate the resources of MSU to the citizens of Michigan. With the continuing energy problem and the call for increased production of food, this year's program was of special interest."

Farmers' Institutes were started in the late 19th century in an attempt to bring college services to farmers. By 1914, several different Institutes were meeting on the campus throughout the year. That year, 1 week was set aside to bring all of them together. That was the granddaddy of Farmers' Week.

In 1974, some 12,500 people attended Farmers' Week, March 18-22 — an encouraging upswing from 1973, according to Good. By comparison, the event drew 30,000 - 40,000 visitors annually in the '50s. An important consideration, however, is that the declining numbers of farmers since the '50s means that relatively as many are still coming today.

But Farmers' Week keeps changing and must continue to change if it is to stay alive, say its staunchest critics — its sponsors.

Room and board at Lansing hotels was listed in the 1917 program as ranging from 50¢ to \$1.50, and upwards. Meal prices in East Lansing restaurants were standard in 1917 — dinner: 25¢, supper: 20¢. This year, visitors had to pay as much for a gallon of gas as 1917 visitors paid for a day's meals.

"It's a different character from what it used to be 30 to 40 years ago," says George McIntyre, retired director of the



Farmers of the future study safety exhibit.



Commercial exhibits interested potential buyers.



A young visitor enjoys mechanical exhibit.



An exhibit of Michigan woods ties in with energy theme.

MSU Cooperative Extension Service. People weren't anywhere near as mobile then; they came and stayed all week to see exhibits and attend meetings because they didn't have ready access to communication and specialists."

McIntyre ought to know. He's witnessed all but a handful of Farmers' Week programs.

"4-H used to bring busloads and busloads of kids to the campus when I was in high school back in the '20s," he reminisces. "Then when I came to the College, we used to march in the agricultural parade every year. People really got excited about seeing the military band, the military units and all the prize livestock. We would march through the water and slosh through the mud on the gravel drive in front of the Ag Hall," he recalls, shaking his head, almost in disbelief.

Today's farmers are much more specialized and interested in just one area, but they still like to come to campus and visit the farms, exhibits, attend recognition banquets and association meetings," McIntyre says. "Our farmers are much better informed, they are intelligent and articulate, and when they come to a meeting they come to participate.

Still, one of the problems facing Farmers' Week planners in the future is attracting people to the "classrooms" during the week.

"Our crowds like to go to the barns and look at the equipment, look around the barns, this sort of thing," reports Clint Meadows, professor of dairy science and dairy chairman of Farmers' Week. "Farmers like to come to campus, and this will continue, but we really don't know what approach to take — the decline in attendance at subject matter meetings has been steady," the 17-year veteran says.

Competition among departmental programs (as many as 15 programs take place at any one time) and the many exhibits of farm machinery and equipment spread all over the campus, contribute to this problem.

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"People don't like to sit in a program all day — they tend to move from program to program," reports Bob Maddex, ag engineering professor and general exhibits chairman. "In the next few years, we will probably see departments working together more — for one, two or three programs a day, rather than 15. All our surveys show that exhibits are our main drawing card."

What kind of daily programs do attract attention?

"It's not the topic as much as the personnel," insists Meadows. "The best attended programs seem to be those with speakers who are well known by farmers and widely published in farm publications. The next most popular is the panel of farmers, especially those who have done an outstanding job."

Choice of speakers and topics was much easier 60 years ago. For example, the 1917 Farmers' Week booklet listed a major program, "An Ear of Corn and How to Grow It,"

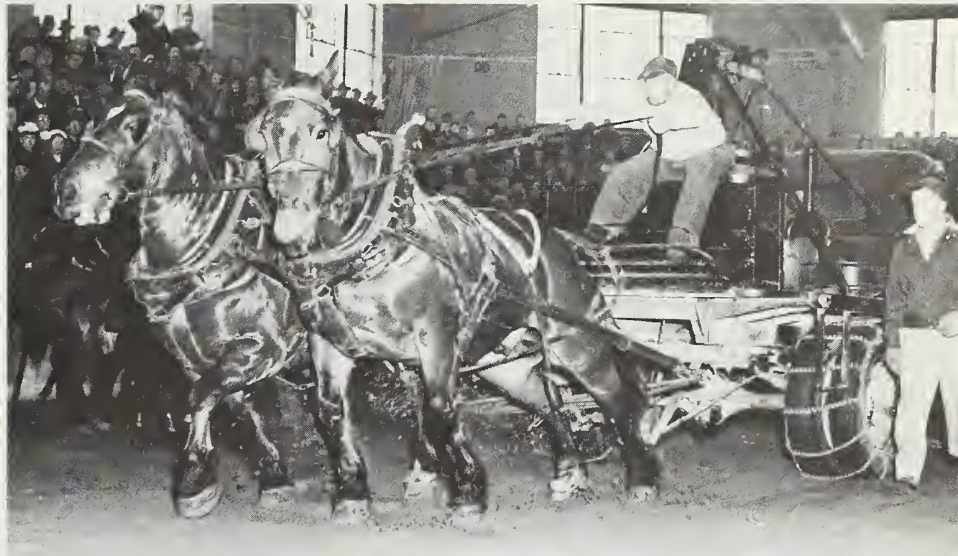
And, in the summer in the '20s and '30s, a special Farmers' Day was held with a parade and floats.

"Biggest criterion for a speaker was a loud voice," recalls E. B. Hill, professor emeritus, agricultural economics. "Following a parade from the farms on the edge of campus, an open-air meeting was held in a natural amphitheatre setting near the center of the campus. But, that was all discontinued because the steel wagon wheels were cutting up the campus turf."

Most of the MSU staff directly concerned with Farmers' Week agree that declining attendance at meetings reflects at least two things: (1) there are fewer and fewer farmers left and (2) the educational delivery systems that have become identified with the Cooperative Extension Service have never been more effective.

The new idea of 60 years ago has continually adapted itself to meet farmers' needs. It has seen wars, a depression, rampant inflation and the current critical shortages of resources, especially energy.

□



Horsepulling was a big attraction at Farmers' Week in the '30s and '40s, as shown in this old photo.



A Morgan horse still draws attention at Farmers' Week today.

Bring four State Leaders-Home Economics to Washington, D.C., for an hour's session? ES-Home Economics needed the four State Leaders for their New State Home Economics Leaders Workshop, held April 9-12. But the energy crisis and busy schedules made it seem much more sensible to plan a telelecture. And that's what they did.

The telelecture took place April 10 at 1:15 p.m. Participants spoke on "What I Needed to Know." Three of them attended the last New State Home Economics Leaders Workshop, held 3 years ago, and one was a more experienced State Leader. They could speak knowingly about: what I needed to learn most, how I learned it, how I cope with ongoing changes and crises.

The objectives of the New State Home Economics Leaders Workshop were to help participants expand their knowledge of USDA, Extension Service, and Home Economics policies, organization, program thrusts, missions, and functions.

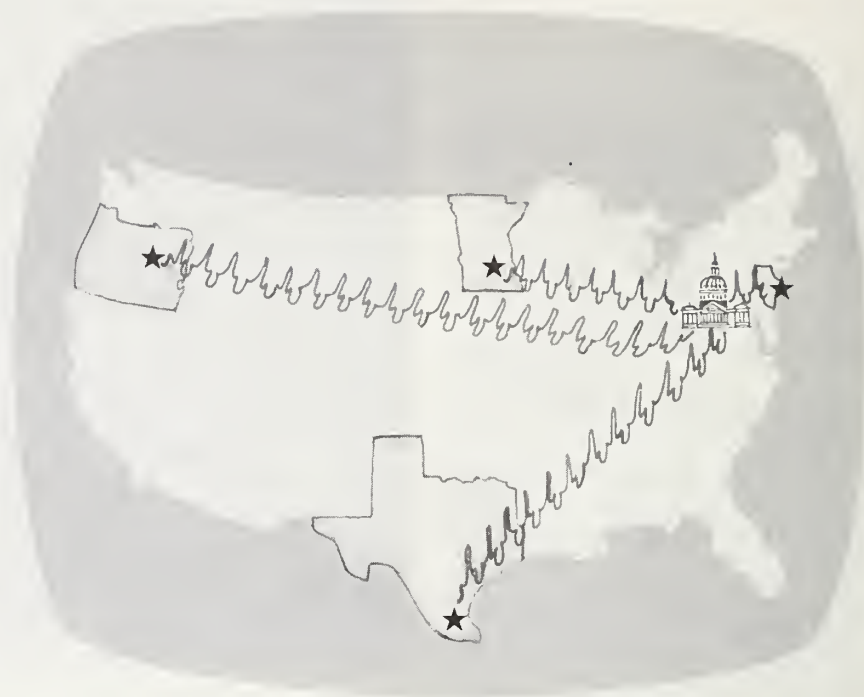
They also had an opportunity to exchange information and ideas to strengthen their role as State Leaders, and gain further understanding of program development.

On the telelecture phones were Opal Mann, ES Assistant Administrator, Washington, D.C., who served as moderator; Ann Litchfield, Oregon; Florence Low, Texas; Beatrice M. May, New Jersey; and Evelyn Quesenberry, Minnesota.

Listening and asking questions in Washington, D.C., were 18 State Leaders and several ES-Home Economics staff members. Buzz groups were formed, and an elected spokesman asked their questions of the State Leaders on the phone.

It was a lively, useful session and everyone agreed that the telelecture was one way to beat the energy crisis. Financially, \$1,125 in transportation and per diem was saved by not bringing the four State Leaders to Washington. The session took only an hour out of their busy schedules.

All in all, the telelecture looks like a most effective and economical way to communicate in the '70s. □



Telelecture Saves Time and Travel

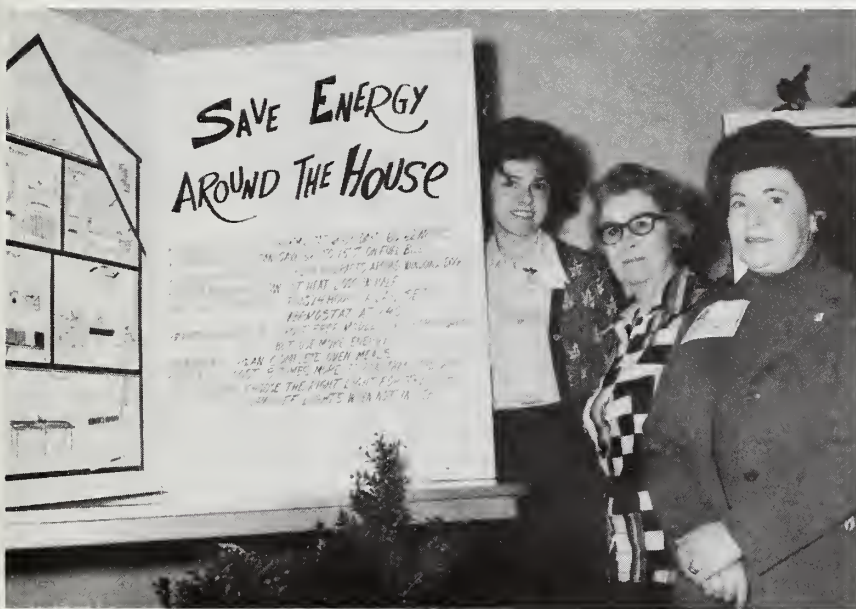
by
Elizabeth Fleming
*Information Specialist, HE
Extension Service, USDA*

"The Energy Challenge for Homemakers" was the title of an exciting day geared to helping Massachusetts homemakers cope with the changing energy situation. And homemakers are indeed facing an energy challenge!

Increased cost of all energy sources, and the variable supply-demand situation are two factors homemakers must consider in many decisions from meal preparation to housing, equipment selection, and transportation. The homemaker is faced not only with the confusion of the immediate situation, but also the limited supply of natural resources in the long run.

by
Carol B. Meeks
Assistant Professor
Extension, Community Services
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Energy Conservation for Homemakers



Ms. Betsy DiFranco (left) and Ms. Jacquie Wenz (right) workshop speakers, discuss energy saving methods with Ms. Comeau, Waltham homemaker.

Dianne Schenk, Essex County home economist; and Nancy Stutzman and Mary Ellen Lavenberg, Middlesex County home economists; decided to help homemakers meet this energy challenge through a day-long seminar.

Goals of the day were to help homemakers to better understand the energy situation, to become aware of alternative solutions to our energy needs, to develop energy-conserving practices around the home, and to analyze energy advice so that they could follow safe and recommended practices.

After planning the program with local utility companies, the home economists presented it in both Essex and Middlesex Counties.

Discussion topics and demonstrations varied slightly on the 2 days, but included:

"Yes, There is an Energy Crisis" by Jacquie Wenz, a gas company consumer representative, who discussed energy sources and alternative means of meeting future energy needs.

"Solar Energy — the Ultimate Resource" by Dr. Peter Teagan, provided insight into the feasibility, costs, and various solar energy systems that homemakers may be making decisions about in the future.

"Conserving Energy Around the Home" by Betsy DiFranco, electric company home economist, utilized a slide series developed by Carol Meeks, Extension community services specialist. Emphasizing all phases of family living, the series provided tips on energy conservation.

"Saving Energy with Small Appliances" by Alphena Plourd, included a demonstration of toaster ovens and electric skillets and ways they can be used to cut electrical usage. A demonstration of oven meals was featured in "Saving Energy with Large Appliances".

"For Safety's Sake" by Dianne in Essex County and Nancy in Middlesex County wound up the program. They provided guidelines on sorting out unwise energy advice, as well as on safe food and laundry practices to follow while conserving energy.

Seminar participants went home with expanded mental horizons about the energy challenge and how to meet it in their homes. □



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PROCUREMENT SECTION
CURRENT SERIAL RECORDS

ES-USDA Teamup to Save Energy

The Extension Service-USDA and the Cooperative Extension Service in the States can well be proud of the "evidence" in this issue of the leadership role of Extension workers in planning, preparing and distributing useful information on energy conservation management. Also, Extension educational materials were being prepared in 1972 and 1973, before other agencies of government, organizations or industry focused much attention on the upcoming problem.

For example, ES specialists produced Energy Conservation Fact Sheets for distribution to their State counterparts and the mass media every few weeks all during the summer of 1973. Much of this information was also used on USDA radio and television programs, which are distributed to commercial stations all over the Nation.

A survey of energy materials revealed that the State Extension Services had made energy a high priority crash program. Extension personnel are serving as members of Governors' Energy Task Forces, and as leaders in county energy programs. They are cooperating with researchers and others working on energy problems — including how to conserve it, get it if you are out, and start research to produce more.

The Office of Communication, USDA, has put an accelerated energy information program into operation. This started with an "Energy Information Packet" for the Outlook Conference in mid-December. This packet included fact sheets and reports on ways to conserve energy on the farm and in the home, and copies of speeches related to energy which were part of the Outlook program. These packets were distributed to the media and to County Extension offices.

Working with the Farm and Industrial Equipment Institute, Chicago, and the National Farm and Power Equipment Dealers Association, St. Louis, a sticker "Tuned Up To Save Energy" was developed. The farm machinery industry is distributing it to dealers to place on tractors and trucks when they are tuned up. A quarter million have been ordered. A poster listing "Ten

Ways to Save Energy" has been designed to hang in farm implement shops, and over 15,000 have been ordered. More than 400,000 of these posters were distributed to local offices of USDA. The same idea was picked up by the Farm Electrification Council. They produced an insert of "Ten Ways to Save Electricity On The Farm" for the inside front cover of *Electricity on The Farm*, with a press run of 250,000, sponsored by 45 different power suppliers for their customers.

The USDA SAVENERGY Information Kit includes suggestions on "Energy Management On The Farm," "Energy Management For The Rural Family," "Energy To Keep Agriculture Going," and "Energy Conservation Checklist." It includes instructions on how farmers can handle energy problems, and a list of the 10 Federal Energy Offices, with directors, addresses and phone numbers. ES-USDA distributed one copy of this information kit to each county office, and a limited number to each State Office. ES will supply the negatives of any of the booklets to any State Extension office that wishes to run copies.

The ES 4-H staff distributed a series of four spirit duplicating masters dealing with the energy problem to all county offices and State staffs.

The USDA Energy Office is directed by Nicholas H. Smith, who points out that the Department's energy management program is designed as a package of suggestions and reminders to help get the most work out of a gallon of fuel or a kilowatt hour of electricity. The aim is to conserve limited energy supplies, and to help reduce the impact of rising costs of fuel, and all forms of energy on the farm. The program is also designed to show the public that the farmer is making good use of his allocation of fuel.

USDA is working closely with the Federal Energy Administration on current and future programs on energy conservation and management. — Ovid Bay, Director of Information